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TO AMEMBASSY CANBERRA

AMCONSUL MELBOURNE

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AMEMBASSY KUALA LUMPUR

AMEMBASSY WELLINGTON

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AMEMBASSY PORT MORESBY

AMEMBASSY MANILA

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AMEMBASSY SINGAPORE

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E.O. 11652:

TAGS:BEXP, XC, XE, XU

SUBJECT:WASHINGTON WRAP-UP FOR OVERSEAS PROMOTION IN

SUPPORT OF THE TELECOMMUNICATIONS EQUIPMENT AND SYSTEMS

EXHIBITION, U.S. TRADE CENTER, SYDNEY, APRIL 5-9, 1976

A. INTRODUCTION

1. U.S. TELECOMMUNICATIONS PRODUCTS HAVE BEEN ENTERING THE INTERNATIONAL MARKETPLACE DESPITE RIGOROUS LOCAL SPECIFICATIONS AND CUSTOMER PREFERENCE FOR PRODUCTS OF LOCAL OR THIRD COUNTRY MANUFACTURE. MUCH RELEVANT U.S. STATE-OF-THE-ART TECHNOLOGY AND PRODUCTS ARE UNKNOWN THROUGHOUT THE WORLD BECAUSE MANY U.S. MANUFACTURERS ASSOCIATED WITH TELECOMMUNICATIONS HAVE NOT SERIOUSLY ATTEMPTED TO EFFECT A COMMERCIAL PRESENCE OUTSIDE OF THE NORTH AMERICAN CONTINENT.

2. RECOGNIZING THE GREAT POTENTIAL MARKET FOR U.S. TELECOMMUNICATIONS PRODUCTS IN AUSTRALASIA, APPROXIMATELY 37 U.S. MANUFACTURERS OF TELECOMMUNICATIONS EQUIPMENT, SYSTEMS AND COMPONENTS WILL DISPLAY AND MARKET THEIR LATEST PRODUCTS AT THE SYDNEY TRADE CENTER EVENT. THIRTY-FIVE EXHIBITORS ARE NEW-TO-MARKET; 10 ARE ACTIVELY

SEEKING AGENTS AND OTHER ARRANGEMENTS IN AUSTRALIA, NEW ZEALAND AND IN OTHER COUNTRIES.

3. THE SUBJECT EXHIBITION WILL BE THE THIRD OF THIS THEME TO BE SPONSORED BY THE U.S. DEPARTMENT OF COMMERCE, AND THE FIRST OF ITS TYPE TO BE HELD IN THE PACIFIC BASIN'S WESTERN RIM.

4. A TECHNICAL SEMINAR IS BEING SCHEDULED IN CONJUNCTION WITH THE TRADE CENTER EVENT. SPEAKERS ARE BEING DRAWN FROM EXHIBITING FIRMS. TOPICS TO BE COVERED INCLUDE:

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(A) "NEW APPROACHES TO AUDIO-TONE PROTECTIVE RELAYING SYSTEMS"

(B) "CABLE PRESSURIZATION:NEW DEVELOPMENTS AND TECHNICAL BREAKTHROUGHS"

(C) "A NEW CONCEPT IN DATA COMMUNICATION NETWORK OPTIMIZATION AND MANAGEMENT"

(D) "HOW TO MAXIMIZE THE USAGE OF YOUR BASE STATION"

(E) "THE EVOLUTION OF MESSAGE TRUNK TRANSMISSION"

MEASURE;ENTS IN THE U.S.A.'

(F) 'PRIVATE LINE AND TRUNK CIRCUIT CENTRALIZED

TESTING;

(G) "CURRENT AND PROJECTED TECHNOLOGY IN CENTRAL OFFICE
EQUIPMENT"

B. ACTION REQUESTED

1. POSTS ARE REQUESTED TO PUBLICIZE THIS EVENT THROUGH
EVERY APPROPRIATE MEANS AVAILABLE SUCH AS LOCAL BULLE-
TINS, CHAMBERS OF COMMERCE, TRADE ASSOCIATIONS, LOCAL
PRESS AND RADIO, DIRECT MAILINGS AND PERSONAL CALLS ON
POTENTIAL CUSTOMERS AND AGENTS/DISTRIBUTORS.

2. THE MOST IMPORTANT END-USERS OF TELECO;UNICATIONS
PRODUCTS ARE GOVERNMENT POST OFFICES, PUBLIC ORDER/
SAFETY ORGANIZATIONS, MINISTRIES OF DEFENCE, MAJOR TELE-
COMMUNICATIONS SYSTEMS COMPANIES, AND ANY ORGANIZATION
REQUIRING TWO-WAY COMMUNICATIONS (I.E., TAXI FLEETS,
HOSPITALS, ETC.). THE SYDNEY TRADE CENTER WILL WE
SEND, UPON REQUEST OF ACTION POSTS, A SUPPLY OF EXHI-
BITION CATALOGS AND INVITATIONS FOR DISTRIBUTION TO
POTENTIAL VISITORS.

3. INQUIRIES CONCERNING INDIVIDUAL EXHIBITORS S;OULD BE
REFERRED TO THE TRADE CENTER DIRECTOR, JAMES W. GOODSSELL,
37 PITT STREET, SYDNEY, N.S.W. 2000, AUSTRALIA (TELE-
PHONE 27-6635) SO THAT THE EXHIBITOR CAN BE ALERTED TO
THE TRADE OP,ORTUNITY. POSTS ARE REQUESTED TO ADVISE
THE TRADE CENTER OF LIKELY VISITORS FROM THEIR AREAS.

C. EXHIBITORS SEEKING REPRESENTATION ARE:

1. ADC TELECOMMUNICATIONS; DISPLAYING PRIVATE TEST LINE
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FACILITY, SIGNALLING TEST SET, ALARM CONTROL SYSTEM,
BANTAM JACKFIELDS; SEEKING AGENT IN AUSTRALIA.

2. CHATLOS SYSTEMS, INC.; DISPLAYING AIR DRYER SYSTEM,
TRANSDUCER HOUSING, ALARM PANEL, METER PANEL, AUTOMATIC
PRESSURE MONITORING SYSTEM; SEEKING AGENTS, ALL GEO-
GRAPHIC AREAS.

3. CHESTEL, INC.; DISPLAYING TIME DIVISION, PULSE WIDTH
MODULATED PABX; SEEKING AGENTS AND LICENSEES, ALL AREAS.

4. COLORADO VIDEO, INC.; DISPLAYING VIDEO TRANSMISSION
SYSTEM; SEEKING AGENTS AND DISTRIBUTORS, ALL AREAS.

5. EXTELCOM INTERNATIONAL, INC.; DISPLAYING LINE PRO-

TECTORS AND ARRESTORS, LINE TESTING INDICATORS AND PROBES;
SEEKING AGENTS, DISTRIBUTORS, LICENSEES, ALL COUNTRIES.

6. RELIABLE ELECTRIC CO.; DISPLAYING CENTRAL OFFICE
PROTECTORS AND FRAME EQUIPMENT, RC1 CONNECTORS AND TOOL,
BURIED READY-ACCESS TERMINAL AND CLOSURES, STATION PRO-
TECTION; SEEKING AGENTS AND JOINT VENTURES, ALL COUNTRIES.

7. ROART PLASTICS, INC.; DISPLAYING FIBERGLAS REENTER-
ABLE UNDERGROUND SPLICE CASES, DOME TYPE TERMINAL HOUS-
INGS, H TYPE TERMINAL HOUSINGS; SEEKING AGENTS AND DIS-
TRIBUTORS, ALL COUNTRIES.

8. SINGER PRODUCTS CO., INC.; DISPLAYING FM BROADCAST
TRANSMITTER, MOBILE/PORTABLE TRANSCEIVER, UHF/VHF/FM
MODULAR PORTABLE TRANSCEIVERS, SINGLE SIDE BAND MOBILE
TRANSCEIVER, AUTOMATIC ANTENNA TUNER, SSB HI-FREQ
TRANSMITTER/RECEIVER, 8-TRACK/QUAD 8-TAPE DUPLICATING
SYSTEM, MODULAR AUDIO SYSTEM, SOLID STATE SEMICONDUCTORS;
SEEKING AGENTS, ALL COUNTRIES.

9. STONER COMMUNICATIONS, INC.; DISPLAYING SSB VHF/FM
RADIO TRANSCEIVERS, LINEAR AMPLIFIER, TRANSCEIVER
ACCESSORIES; SEEKING AUSTRALIAN AGENT.

10. TEL-TONE INTERNATIONAL, INC.; DISPLAYING MINI CON-
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VERTER TONE-TO-PULSE SYSTEM, CONVERT-A-UNIT TONE-TO-PULSE
CONVERTER, TOUCH-TONE RECEIVER, SINGLE DIGIT RECEIVER,
DIAL DICTATION UNIT; SEEKING AGENTS, ALL COUNTRIES.

D. THE FOLLOWING EXHIBITORS ARE NOT SEEKING REPRESENTA-

TION:

11. AUTOMATION PRODUCTS CO.; DISPLAYING AUTOMATIC PAIR
IDENTIFICATION, ELECTRONIC MARKER SYSTEM, TRANSFER KEY,
AUTOMATIC LINE INSULATION TEST SET, SPLICING KIT, CABLE
TESTER, DIGITAL SCANNER, LINE NOISE ANALYZER, GAIN AND
SLOPE TEST LINE, TRANSMISSION TEST LINE.

12. BELL AND HOWELL COMMUNICATIONS; DISPLAYING TRANS-
CEIVERS, VEHICULAR ADAPTER, TAC II SYSTEM, ENCODERS,
PAGERS, BRIEF-CASE REPEATER.

13. CODEX CORP.; DISPLAYING INTELLIGENT NETWORK PROCES-
SOR, TIME DIVISION MULTIPLEXER, BIPLEXER, POINT-TO-POINT
DATA MODEMS.

14. COMPUTERVISION CORP.; DISPLAYING COMPUTERIZED DESIGN/DRAFTING SYSTEM FOR LAYOUT OF PRINTED CIRCUIT BOARDS.

15. HLC MANUFACTURING CO.; DISPLAYING PHOTO REDUCTION CAMERAS FOR PRINTED CIRCUIT BOARD DESIGN.

16. TERADYNE, INC.; DISPLAYING PRINTED CIRCUIT BOARD TEST EQUIPMENT.

17. PACE, INC.; DISPLAYING PRINTED CIRCUIT BOARD TEST EQUIPMENT.

18. SLOAN TECHNOLOGY CORP.; DISPLAYING VACUUM DEPOSITION MONITORS.

19. EMR/WESTON, INC.; DISPLAYING SCANNING RADIOMETER DATA MANIPULATOR, REMOTE DATA ACQUISITION/CONTROL SYSTEM, TELEMETRY EQUIPMENT, SPECTRUM ANALYZER.
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20. EXTEL INTERNATIONAL; DISPLAYING AUTOMATIC SEND/RECEIVE TELEPRINTERS, KEYBOARD SEND/RECEIVE TELEPRINTER, RECEIVE ONLY TELEPRINTER.

21. ALDEN INTERNATIONAL; DISPLAYING TELEFACSIMILE SYSTEM, SIGNATURE FAX SYSTEM.

22. GENERAL DATA COMM INDUSTRIES; DISPLAYING TDM MULTIPLEXER, MODEMS.

23. GENERAL ELECTRIC CO.; MOBILE RADIO DEPARTMENT; DISPLAYING TWO-WAY RADIO EQUIPMENT, BASE STATIONS, MOBILE CONTROLS, MOBILE RADIOS, PERSONAL AND PORTABLE RADIOS.

24. MICROWAVE ASSOCIATES, INC.; DISPLAYING ISOLATORS, CIRCULATORS, FILTERS, TERMINATIONS, HYBRID COUPLER, RECEIVER COMBINER.

25. MOTOROLA, INC.; DISPLAYING MOBILE RADIO, PORTABLE RADIO, MOBILE DATA EQUIPMENT, RADIO PAGERS.

26. UNITED SYSTEMS CORP.; DISPLAYING COMMUNICATIONS MONITORS, TEST EQUIPMENT.

27. CUSHMAN ELECTRONICS, INC.; DISPLAYING COMMUNICATIONS MONITORS, TEST EQUIPMENT.

28. RFL INTERNATIONAL, INC.; DISPLAYING TIME DIVISION

MULTIPLEX, VOICE FREQUENCY CARRIER TELEGRAPH AND SPEECH PLUS DATA SYSTEMS, VARIABLE FREQUENCY ANALOG TELEMETER SYSTEMS, POWER LINE CARRIER, TONE PROTECTIVE RELAYING SYSTEMS, DATA MODEMS.

29. REPCO, INC.; DISPLAYING HAND-HELD MOBILE PORTABLE RADIOS, PACKSET RADIO.

30. SOLID STATE COMMUNICATIONS, INC.; DISPLAYING SINGLE TONE AND CTCSS DISPLAY BOARD, TOUCH-TONE MOBILE AND SIGNALLING DEMOS, REMOTE CONTROL DISPLAY, TWO-TONE SEQUENTIAL DISPLAY.
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31. SYSTRON DONNER CORP.; DISPLAYING SERVICE MONITOR, PULSE GENERATOR, DIGITAL MULTIMETERS, EXPANDABLE FREQUENCY COUNTERS, MICROWAVE FREQUENCY COUNTER, UNIVERSAL COUNTER-TIMER, PORTABLE COMMUNICATIONS COUNTER, SWEEPER AND PLUG-INS, PRECISION VOLTAGE SOURCE, VERSATESTER, SPECTRUM ANALYZER SYSTEM.

32. TECHNOLOGY FOR COMMUNICATIONS, INTERNATIONAL; DISPLAYING ANTENNAS, TRANSMISSION PRODUCTS, MULTIA MULTIAPPLICATION.

33. BARRY RESEARCH; DISPLAYING TIME-DIVERSITY MODEM, HF FREQUENCY MANAGEMENT SYSTEM. KISSINGER

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